

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. [Currently Amended.] A method of promoting and selling items, the method comprising the steps of:

receiving instructions for generating an independent custom Web site from an affinity group and assembling the Web site based upon the instructions

providing an e-tailing system for displaying information relating to items available for purchase, and for receiving and processing orders to purchase such items;

~~providing an Internet service according to claim 24;~~

providing embedding a hyperlink from said Web site to the e-tailing system in said custom Web site;

at the e-tailing system, receiving a plurality of orders to purchase items, the plurality of orders being initiated by a plurality of purchasers associated with said custom Web site ~~and using the hyperlink to access the e-tailing system from said Web site; and~~

processing the plurality of orders at the e-tailing system ~~and identifying a corresponding plurality of items purchased; and~~

~~shipping the plurality of items purchased to a geographical location associated with the plurality of purchasers.~~

2. [Previously Cancelled.]

3. [Currently Amended.] A method according to claim 1, wherein the step of processing includes packaging items into a member package representing orders of one member of an affinity group and further includes at least one of the following:

sending the member package to a location associated with the corresponding member of the affinity group; or

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